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# PAUL J. HOWARD'S BULBS

## For Spring Blooming - Fall 1960

*Los Angeles, Calif.*

PAUL J. HOWARD'S DAFFODILS are selected for beauty, vigor and ease of culture, sure to bloom, with good growing conditions. All bulbs offered here are GIANT or DOUBLE NOSE, and will produce at least twice as many blooms as ordinary bulbs of commercial or bargain size.

### DOUBLE DAFFODILS

**CHEERFULNESS.** Clusters of fragrant double white blooms like gardenias.

**DAPHNE.** Double poeticus, sweet scented pure white.

**FEU DE JOIE.** Attractive bicolor, with longer white petals around a center of pure white and orange petals.

**INGLEScombe YELLOW.** Double pure light yellow.

**IRENE COPELAND.** Large full double white with primrose markings.

**YELLOW CHEERFULNESS.** Several pretty double blooms of light yellow to a stem.

Price: 3 for 95¢, Dozen \$2.95, 100 for \$18.50

### DISTINCTIVE VARIETIES IN FORM AND COLOR

**ACTEA.** Fragrant white Poet's Narcissus with scarlet eye.

**FLOWER CARPET.** Golden yellow trumpet daffodil of King Alfred type, but blooms even more freely.

**FORTUNE.** Perfectly formed blooms with massive creamy yellow perianth and broad frilled orange crown; tall and vigorous.

**GERANIUM.** Clusters of 5 to 7 heavy textured white flowers, with orange cup, on strong stems.

PRICE: 3 for 70¢, Dozen \$1.95, 100 for \$14.50

**KING ALFRED DAFFODIL.** Still the largest and finest golden yellow; massive perianth and long trumpet of heavy texture.

Jumbo Bulbs — 3 to 5 big blooms per bulb:  
3 for 95¢, Dozen \$2.95, 100 for \$18.50

Double Nose Bulbs: 3 for 55¢, Dozen \$1.95,  
100 for \$8.95

### JONQUILS

**DOUBLE CAMPERNELLE.** Clusters of fragrant double yellow blooms.

**JONQUILA SIMPLEX.** Like miniature yellow daffodils.

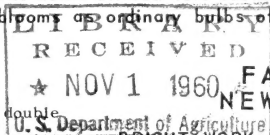
**TREVITHIAN.** Free flowering, several small yellow fragrant blooms to a stem.

Price: 3 for 79¢, Dozen \$1.75, 100 for \$12.95

### FLOWERLAND DAFFODIL MIXTURE

This mixture is made up of choice and newer daffodils of all types, including pinks, poetaz and other fine cluster narcissus, as well as large trumpet varieties. It is unsurpassed for mass planting and for cut flowers. All are double nose bulbs.

Dozen \$2.00, 100 for \$15.00



### FASCINATING NEW VARIETIES

**BRIGHTS WORK.** Pure white with yellow cup, fluted and pleated and edged vermilion. Blooms late.

**COVERACK PERFECTION.** Striking broad-petalled white blooms with large saucer crown edged pale salmon gold.

**RUSTOM PASHA.** Most brilliantly colored of all daffodils — deep golden yellow perianth and long crown of orange red.

**UNSURPASSABLE.** Largest of all golden yellow trumpet daffodils. Wonderful exhibition and garden flower.

**SILVER CHIMES.** Lovely white flowers with creamy white cup, produced in clusters of 6 or more on sturdy stems. Long lasting.

Price: 3 for \$1.45, Dozen \$5.00, 100 for \$35.00

### FANCIERS' FAVORITES

**FEBRUARY GOLD.** One of the earliest — the small golden yellow flowers have a long fluted trumpet shaded orange.

**CARLTON.** Rivals King Alfred in size, with flat, overlapping petals and graceful wide frilled crown, clear yellow.

**MOONSHINE.** Star-shaped creamy white drooping flowers, several to a stem.

**MOUNT HOOD.** Immense ivory with large white flanged trumpet heavily ruffled.

**MRS. R. O. BACKHOUSE.** Popular Pink Daffodil, with ivory white perianth and long slender fringed trumpet of apricot pink.

**ROXANE.** Large creamy white trumpet, round, overlapping pure white petals.

**SELMA LAGERLOF.** One of the most beautiful, with broad white perianth and deeply frilled wide orange cup; vigorous, free blooming.

**THALIA.** Two or three lovely pure white flowers to a stem, fine garden and forcing variety.

Price: 3 for 95¢, Dozen \$2.95, 100 for \$18.50

### CLUSTER NARCISSUS

**CRAFORD.** One of the most beautiful and free flowering, clusters of 2-inch fragrant white blossoms with small orange cup, on tall husky stems.

**CHINESE SACRED LILY.** Clusters of fragrant white flowers with yellow cup, plant in early fall for Christmas bloom.

**PAPER WHITE NARCISSUS.** French strain. Fragrant pure white.

**SOLEIL D'OR.** Golden yellow, with orange cup.

Price: 3 for \$1.00, Dozen \$3.50, 100 for \$24.00

## GIANT RANUNCULUS

Paul J. Howard's Ranunculus are famed for their brilliant double blooms and long flowering season, each bulb producing dozens of buds and flowers. Plant in full sun, in well drained soil, after October first when nights are cool. Soak bulbs a few hours in water or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, depending on size of bulbs, and cover about one inch.

Red	Pink	Soft Yellow
Rose	White	Golden Yellow
		Orange

and

California Flowerland Mixture of All Shades  
Price: Jumbo Bulbs - Dozen \$1.50, 100 for \$11.50

## LOVELY ANEMONES

Broad petalled poppy-like flowers with showy centers, resembling Ranunculus in culture and habit of growth. Set bulbs with pointed side down.

Blue Poppy - Violet blue with black center  
His Excellency - Scarlet, black center  
Rosea - Rose shades  
The Bride - White, greenish center  
Mixed colors

## NEW DOUBLE ANEMONES

THE ADMIRAL. Large double rose pink.

THE GOVERNOR. Double scarlet, white center.

LORD LIEUTENANT. Double pastel blue.

ST. BRIGID DOUBLE ANEMONES. All colors, mixed.

ALL ANEMONES: Jumbo Bulbs, Dozen \$1.50, 100, \$11.50.

## FRAGRANT FREESIAS

Plant in early fall, in sun or half-shade, in good garden soil mixed with peat, compost or leaf mold (no manure) and bulb food. Set bulbs 2 inches deep, 3 inches apart, water regularly.

Giant White	Soft Pink
Golden Yellow	Blue
Double Yellow	Lavender
Red	

California Flowerland Mixture of All Shades  
Dozen \$1.25, 100 for \$8.50

FLAME FREESIA - PRINCE OF ORANGE (*Tritionia crocata*). Sprays of showy flowers in vivid orange as easily grown as Freesias. Dozen 98¢, 100 for \$7.50.

SPARAXIS. Spikes of flaring, star-shaped flowers, in brilliant shades, with contrasting colors in throat. Plant like Freesias, in full sun. New Hybrids, Mixed Colors, Dozen 98¢, 100 for \$7.50.

IXIAS. Showy star or cup shaped blooms, crimson, rose, red, yellow or white with contrasting centers, on slender 10-inch stems, bloom many weeks. Plant in sun or half-shade, cover one inch. Mixed Colors, Dozen 79¢, 100 for \$5.00.

## BABY GLADIOLUS

Slender spikes of butterfly-like flowers for cutting and garden display. Early flowering, disease-free, as easily grown as the larger Gladiolus. Plant early, in sandy loam, full sun, 2 inches deep. Apollo - Deep salmon pink, Charme - Delicate lavender, Nymph - Pure white with red throat, Peach Blossom - Light pink, Spiffire - Scarlet, The Bride - Pure white. Dozen \$1.50, 100 for \$10.00.

GLADIOLUS TRISTIS CONCOLOR. Fragrant blooms of light chartreuse yellow, on tall slender stems. Dozen \$2.00, 100 for \$16.00.

## SHOWY DUTCH IRIS

Beautiful orchid-like flowers of heavy substance and bright colors on strong stems, make Dutch Iris ideal for flower arrangements and garden display, from February to April. Plant in early fall, in sun or part shade, in well drained, pulverized soil 3 to 4 inches deep. Keep well watered after foliage appears; protect from slugs and snails.

Belle Jaune - Golden Yellow, Blue Ribbon - Bronze Beauty - Bronze, with blue standards, Blue Champion, Joan of Arc - Immense creamy white, King Mauve - Lovely orchid mauve, Le Mogol - Tall bronze with olive lip, Tangerine - Deep orange yellow, Gold and Silver - Huge white, yellow falls. Dozen \$1.50, 100 for \$10.00.

Wedgewood Iris - Fine early clear blue, Hildegarde - New immense bright light blue, very early. Dozen 69¢, 100 for \$4.95.

## HYACINTHS

Showy in the garden, ideal for growing in pots. Plant hyacinth bulbs in groups or beds, in sun or half-shade, in deeply spaded soil with good drainage. Use bone meal or bulb food. Plant bulbs 6 inches deep, cover and water well, keep moist.

City of Haarlem - Yellow; Gertrude - Rose Pink; L'Innocence - White; Ostara - Violet Blue; Queen of the Blues - Royal Blue; Queen of the Pinks - Bright Pink. 3 for \$1.35; Dozen \$3.95, 100 for \$29.50.

BEDDING HYACINTHS - For massing and borders. City of Haarlem - Yellow; L'Innocence - White; Queen of the Blues; Queen of the Pinks. 4 for \$1.35, Dozen \$2.75, 100 for \$19.00.

## GRAPE HYACINTHS

Plant Grape Hyacinths thickly along edges of beds of Daffodils, Hyacinths and Tulips, and in rock gardens. Set bulbs 2 inches deep.

BLUE GRAPE HYACINTH (*Muscari conicum*). Short dense spikes of brilliant blue, blooms in early spring. Dozen 98¢, 100 for \$6.95.

WHITE GRAPE HYACINTH (*Muscari azurea alba*). Spikes of attractive pure white flowers. Dozen 98¢, 100 for \$6.95.

## SCILLA CAMPANULATA - WOOD HYACINTH.

Bell-shaped flowers of blue on 10 inch stems, charming for borders with daffodils and massing. Plant in clumps, 4 inches deep. Blue, also Pink, Pure White. Dozen 98¢, 100 for \$7.50.

## SCILLA SIBERICA - SPRING BEAUTY.

Striking Delft blue flowers four times as large as those of *S. campanulata*. Fine for pots and massing in the garden. Dozen 98¢, 100 for \$7.50.

## SCILLA PERUVIANA. Unusual bulbous plant with

large thick spikes of magnificent blue flowers, like an enormous hyacinth; massive green foliage. For pot or garden culture. Each \$1.00, 3 for \$2.75.

## CROCUS. Earliest of all bulbs to bloom, large

cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. Purple, White, Yellow, Striped. Dozen 98¢, 100 for \$7.50.

## SPRING SNOWFLAKES (*Leucojum vernum*). Slender

spikes of small white flowers, like lily-of-the-valley. Plant in good garden soil, 3 inches deep. Dozen \$1.50, 100 for \$10.00.

## GLORY OF THE SUN - LEUCOCORYNE IXOIDES

ODORATA. Fragrant star-shaped flowers, soft blue, in slender sprays. Plant 3 inches deep, 4 to 6 inches apart. Dozen \$2.00, 100 for \$15.00.

# PAUL J. HOWARD'S SPECTACULAR TULIPS

## RARE TULIPS FOR THE CONNOISSEUR

**BOND STREET.** Large cup-shaped yellow, apricot orange outside.

**CHINESE BANDIT.** Immense Chinese red with orange and bronze shading, yellow center.

**GEN. DE LA REY.** Shades of rose and bronze, with purple center; late.

**GOLDEN NIPHETOS.** Golden yellow of huge size, with edges of petals changing to ivory white as flowers age.

**JOHN L. BAIRD.** Coppery orange blooms 6 to 7 inches across, with yellow center and black stamens; buds open orange and bronze red.

**POET.** Showy rosy purple of lily form, very tall and graceful; many bulbs produce 3 to 5 blooms per stem.

**SANTA MONICA.** Immense cup-shaped cherry red tulips on tall strong stems, long lasting, considered the finest tulip for the Southland.

Price of the above - 3 for 95¢, Dozen \$3.50, 100 for \$19.50.

## GARDEN TESTED POPULAR TULIPS

**ARISTOCRAT.** Soft lilac rose with lighter edges.

**CORDELL HULL.** Maroon red with white blotches.

**MAZEPPA.** Striking bright red.

**MRS. JOHN SCHEEPERS.** One of the best, golden yellow.

**PINK SUPREME.** The finest pink tulip, vivid lilac rose.

**QUEEN OF THE NIGHT.** Very dark maroon.

**SUNKIST.** Deep golden yellow, late.

**THE BISHOP.** Favorite deep rich purple.

**WHITE TRIUMPHATOR.** Like a pure white Easter lily.

**WINNETOU.** Vivid deep bronze orange, yellow and black center.

Price of above - Dozen \$1.85, 100 for \$12.50.

## OUTSTANDING NOVELTY TULIPS

**ASTA NIELSEN.** Very early, tall and vigorous, with light yellow blooms of great size and beauty.

**PANDION.** Violet purple with silvery white edge.

**QUEEN OF SHEBA.** Striking big lily-shaped blooms with pointed petals, bright dark red edged yellow, black anthers.

**SMILING QUEEN.** Lovely rosy pink with silvery edge and white center.

**WHITE CITY.** Massive pure white, yellow anthers.

Price of the above - 3 for 79¢, Dozen \$2.50, 100 for \$17.50.

**CLUSIANA or LADY TULIP.** Graceful slender tulip with pointed petals, crimson striped white, on 12 inch stems, for mass planting and pots. 3 for 70¢, Dozen \$2.00, 100 for \$14.50.

## SPECTACULAR NEW FRINGED OR ORCHID TULIPS

An exciting new class of Tulips introduced by Paul J. Howard's, and the sensation of our Tulip Trials. They are vigorous, with big cup-shaped blooms of the Darwin type, in beautiful and unusual shades; petals are finely fringed at upper edges, giving a delicate, lacy effect. Flowers lasted from 2 to 4 weeks in our gardens.

**BURGUNDY LACE.** Immense bright cherry red with showy black-blue markings in the center. Massive, long lasting, one of the finest. Each 50¢, 3 for \$1.45, Dozen \$5.00.

**SWAN WINGS.** Pure white tulip of delicate beauty, faint lavender shading as flowers age. Each 50¢, 3 for \$1.45, Dozen \$5.00.

**ANACONDA.** Striking soft yellow with rosy bronze ribs, blue-green center.

**BLUE HERON.** Rich lilac, deeper purplish lilac outside.

**BURNS.** Wonderful coral pink and rose.

**MAJA.** Lemon yellow outside, creamy yellow inside with golden center.

Price of above (except Burgundy Lace and Swan Wings) - 3 for \$2.75, Dozen \$10.00, 25 for \$19.50.

## SHOWY PARROT TULIPS

These have enormous open flowers with deeply cut, crinkly flowers in vivid colors, oddly marked and shaded.

**CAPRICE.** Huge massive blooms of bright lilac rose, shaded carmine inside, wonderful garden and cut flower. 3 for 85¢, Dozen \$2.50, 100 for \$18.00.

**BLUE PARROT.** Bright violet shaded steel blue.

**BLACK PARROT.** Velvety deep purple, outside lighter purple.

**FANTASY.** Showy rose pink with green marking.

**RED PARROT.** Immense brilliant rosy red.

**TEXAS GOLD.** Best yellow, vigorous, tall.

Price of above (except Caprice) - Dozen \$1.75, 100 for \$12.00.

### TO GROW FINE TULIPS IN THE SOUTHLAND

1. Buy the best, top-size bulbs of varieties proven for warm areas.
2. Plant when ground is cool, in November or early December. Spade the ground deeply, pulverize, and set bulbs 4 to 6 inches deep. Water thoroughly at planting time. When growth starts in spring, water regularly and deeply. Lack of water may stunt growth and blooms of tulips not suited to our conditions.

NOTE: Store Tulip bulbs in a refrigerator (not deep freezer) for several weeks before planting, to stimulate proper development of growth and blooms.

## AMARYLLIS HYBRIDS

We are growing and further developing our stocks of the famous Howard and Smith strain of hybrid Amaryllis. Flowers are noted for their superb size and petal formation, and rich coloring. Because of greater demand each year, we have had to increase our reserve of breeding stock, making it necessary to withhold sales of separate colors this year. We offer, however, a mixture unequalled in variety and type . . . a terrific value in fancy Amaryllis bulbs.

3 Bulbs for \$1.95, 12 Bulbs for \$6.95

## AMARCRINUM HOWARDI

The spectacular bi-generic hybrid of Crinum and Amaryllis Belladonna, and one of the most beautiful plants of the Liliaceae family. This was developed by the late Mr. Fred Howard and was awarded a gold medal by the Royal Horticultural Society of England. Immense clusters of big fragrant lily-like blooms, clear pink, on tall stems, handsome evergreen foliage, long flowering season - late summer through early fall - when flowers are scarce in the garden, make it especially valuable for garden culture and in large tubs.

Extra Large Bulbs, each \$2.50; 2 for \$4.75

**ALLIUM GIGANTEUM.** One of the sensations of the plant world. Huge ball-shaped flower heads, 6 to 8 inches across, are formed of hundreds of bright purple florets, resembling huge powder puffs, and borne on strong stems 3 to 5 ft. tall. Flowers last for several weeks, turning to silvery grey. Grows in any good garden soil, sun or half-shade. Each \$2.75, 3 for \$7.00, Dozen \$25.00.

**ISMENE CALATHINA** (Basket Lily). Clusters of large white blooms resembling daffodils, on 2 ft. stems, long strap leaves, in summer. Plant in rich, well drained soil, water freely. 3 for \$1.95, Dozen \$6.95.

## EXOTIC LYCORIS & NERINE

These produce big round clusters of lily-like blooms with wavy petals, after the strap-like foliage dies down in summer or fall. Showy pot plants, or in the garden, in well drained rich soil, in a sunny situation.

**LYCORIS ALBIFLORA.** Clusters of beautiful big white blooms in summer, rare and unusual. Each 98¢, 3 for \$2.75.

**L. AUREA.** Very showy bright yellow flower heads on 2 ft. stems, in fall. 3 for 98¢, Dozen \$3.50.

**L. RADIATA. GUERNSEY LILY.** Clusters of bright coral red blooms on long strong stems, in summer. 3 for 89¢, Dozen \$2.95.

**L. SQUAMIGERA.** Fragrant rose pink flowers in clusters, in summer. 3 for 89¢, Dozen \$2.95.

**NERINE BOWDENI.** Striking large pink flowers with deep rose pink line down each petal, are produced in clusters of 7 to 10, on tall stems, in fall. 3 for \$1.59, Dozen \$5.00.

**SPREKELIA FORMOSISSIMA.** Striking orchid-shaped blooms of vivid red on long stems, in late spring & summer. 3 for \$2.29, Dozen \$7.50.

## STAR OF BETHLEHEM

**ORNITHOGALUM ARABICUM.** Long lasting as cut flowers and in the garden. Round clusters of pure white flowers, jet-centered, on tall, strong stems. 3 for 59¢, Dozen \$1.95, 100 for \$12.50.

## GARDEN LILIES

**GOLDEN CLARION.** Clusters of big waxy blooms of exquisite form and fragrance, clear lemon yellow to deep gold, some pure self color, others with brown or reddish stripes on outside of petals. Each \$1.65, 3 for \$4.50.

**PINK PERFECTION.** This strain of Olympic Hybrids produces the most beautiful large waxy fragrance blooms in all shades of pink, deepening to fuchsia rose in cooler areas, vigorous, outstanding. Each \$2.75, 3 for \$7.50.

**GOLD BAND LILY** (*Lilium auratum platyphyllum*). The famed Japanese Gold Band Lily, with immense fragrant white blooms in big clusters, petals are ruffled with showy bands of gold and maroon dots and stamens. Each \$1.65, 3 for \$4.50, Dozen \$17.00.

**RED CHAMPION.** An improved strain of the lovely *Lilium speciosum rubrum*, grand for garden, pot culture and cut flowers. The showy fragrant white blooms are shaded and dotted with rose and carmine. Each \$1.35, 3 for \$3.75, Dozen \$13.50.

**BELLINGHAM HYBRID STRAIN** of West Coast Native Lilies. Massive flower heads of clear yellow, orange and orange red, heavily spotted brown. Tall, vigorous, long lasting. \$2.65 per bag of 3, Dozen (4 bags of 3) for \$9.50.

**OLYMPIC HYBRIDS.** Most popular and easily grown, with big clusters of fragrant open blooms, ranging from cream to fuchsia rose, the outside of petals shaded with brown or wine red. Each 88¢, 3 for \$2.50, Dozen \$9.65.

## CONNOISSEUR'S LILY COLLECTION

3 Choice Lilies, 1 each:

- Gold Band • Golden Clarion • Red Champion
- FOR ONLY \$5.65 -

## CALLAS

**WHITE CALLA** (*Aethiopica*). Large waxy white blooms. Plant in shade in rich well drained soil. August to December. Mammoth bulbs: 3 for \$1.25, Dozen \$3.69.

**PINK CALLA** (*Rehmannia*). Long slender flowers, light to rose pink, on stems 12 to 18 inches tall. Plant in late fall or winter, in pots or garden. Each 89¢, 3 for \$2.29, Dozen \$8.50.

**YELLOW CALLA.** Golden yellow blooms on tall stems, foliage deep green marked with white. Grow in pots or shady beds in rich soil. Each 89¢, 3 for \$2.29, Dozen \$8.50.

## MAIL ORDERS

All Small Bulbs: Anemone, Ranunculus, Crocus, Freesia, Dutch Iris, Ixia, Leucocoryne, Sparaxis, Tritonia, Scilla, etc., are sent prepaid anywhere in the United States.

All Other Bulbs: Daffodils, Jonquils, Hyacinths, Lilies, Tulips, Calla, Amaryllis, Lycoris, etc., Ornithogalum, Gladiolus, Hardy Iris, delivered free in Metropolitan (Los Angeles) area. Customers in all other areas, please add 10% of the amount of order to remittance, to help cover packing and shipping costs.

Sales Tax: Please add 4% sales tax to all orders to be sent anywhere in California.

WE DO NOT SHIP C.O.D. ORDERS

**PAUL J. HOWARD'S California Flowerland**  
11700 National Blvd., Los Angeles 64

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